

PharosTM

Signaling The Future of Material SelectionTM

www.pharosproject.net
A project of the Healthy Building Network

Pharos partners :
BNIM Architects, Cascadia Chapter
Green Building Council, HBN, Ecotone Publishing,
University of Tennessee Center for Clean Products
and Clean Technologies

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INTRODUCING THE PHAROS PROJECT

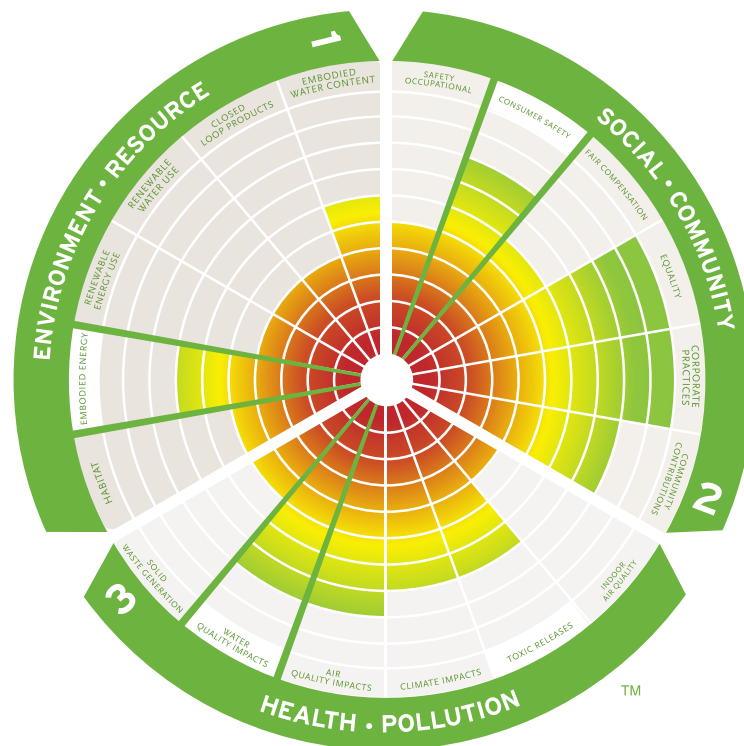
The Pharos Project will be the first materials evaluation tool to be:

Comprehensive: Pharos will be the only materials evaluation system to provide users with a 360 degree view of what is known—and not known—about products and materials. No other label or certification process will evaluate more criteria, or give you more confidence in making an informed choice that reflects your professional judgment and values, and those of your company and clients.

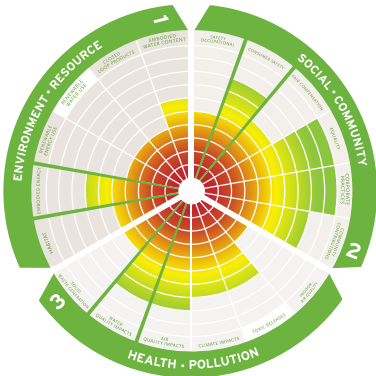
Transparent: Pharos will be the only open-source materials evaluation system. No other system will give you a greater array of tools to separate fact from opinion, weigh independently verified data against uncorroborated estimates and distinguish signal issues from distracting side issues.

Consumer Driven : No other label or certification system will match Pharos' commitment and ability to involve architects, designers, specifiers, and purchasers evaluating products and materials and setting standards. As a result, you will be able to get the information you want, how you want it. An easy to read label will summarize product and materials impacts. Comprehensive documentation can be downloaded from the Pharos database. Our on-line community keeps everything current, and establishes community standards for dealing with vexing issues such as contradictory, incomplete, or inconsistent information.

THE PHAROS LENS



Pharos



CAUTION : Not all categories on the lens are equal and vary by material and product.

ENERGY

WORST IN CLASS

BEST IN CLASS

WATER

PRODUCT : _____

FUNCTIONAL UNIT : _____

Embodied Energy Content : _____

Embodied Water Content : _____

Recycled Content : PC _____ % PI _____ %

Biodegradable : _____ Recyclable : _____

Currently Recycled : _____ %

Life Expectancy : _____

Decomposition Time : _____

Warranty Period : _____

Take-Back Program : _____

Rapidly Renewable : _____

Animal Testing : _____

Made in : _____

CONTAINS :

WHY PHAROS?

The Pharos was the great lighthouse of Alexandria, one of the great wonders of the ancient world. Architecturally elegant and technologically advanced for its age, the Pharos inspires this project. The Pharos Project is offered as a navigational aid to those searching for building materials that are good for people and the planet. Pharos signals an ideal to keep us on track even as we adjust our own positions to our progress, or adapt to changes in the technology we use, or the conditions we face. Pharos is designed to encourage multiple routes and accommodate varied perspectives on how to reach our shared ideal.

And with the advent of digital technology, the Pharos Project does something that the Pharos of Alexandria could not do – share this information widely with accuracy, fairness and currency.

Also drawn from the lighthouse metaphor, the Pharos lens and label offer a simple signal, a reliable first impression of the information available from the Pharos Project. The Pharos label will offer more information than any other green label in the market, including the ability to compare the actual ingredients and attributes of products that bear the label.

PHAROS PRINCIPLES

1. **PRECAUTIONARY :** Take precautionary actions based upon the weight of available evidence and in the face of uncertainty.
2. **THE RIGHT TO KNOW :** We have a right to know what is in the products we specify, buy and use.
3. **RESPONSIBILITY OF THE MANUFACTURER :** Manufacturers possess the most information about the contents of their product and have a responsibility to be accountable for things they make.
4. **TRANSPARENCY :** Share all assumptions, methodology, data and analysis. Reward the manufacturers who fully disclose contents and processes to allow for meaningful analysis.
5. **OPTIMISM :** Acknowledging that our goals are ambitious and difficult to attain, we believe they are within the grasp of committed professionals working in good faith.
6. **DEFINE THE IDEAL :** It is an act of optimism to set an ideal goal representing how we believe our products can be good for the world, rather than just issue prohibitions on what is less-bad.
7. **OPEN SOURCE DEMOCRATIC TOOLS :** We look to the open source software movement as a model for creating an on-line collaborative user community that defines and shapes the future direction of green materials.
8. **COALITION AND COMMUNITY BUILDING:** The sheer magnitude of tools, standards and ratings is now confusing and becoming counterproductive in the market place. Pharos seeks to engage green building advocates in creating a common vision for establishing green materials criteria.
9. **ACCESSIBLE PRESENTATION :** Mindful of the complexity of the work we undertake, Pharos will provide accurate summary materials that are elegant, informational and user-friendly.
10. **LIFE CYCLE THINKING :** Assess impacts along the entire life cycle of the material from extraction to disposal using a wide range of tools.